

Healthy Kentuckians 2010: Tobacco Advertising

Healthy Kentuckians 2010 recommends increasing the number of youth who disapprove of tobacco use and associate harm with use. There is strong evidence that counter advertising is effective in changing attitudes of adolescents about tobacco use.¹² To be effective, media messages must be age-appropriate, targeted to the intended audience, and complement the goals of a multi-component community-based tobacco prevention and cessation plan.

Tobacco Advertising

Exposure to actors smoking on TV or movies

- ✓ Nearly all students see actors using tobacco on TV or in movies, consistent with national data.¹

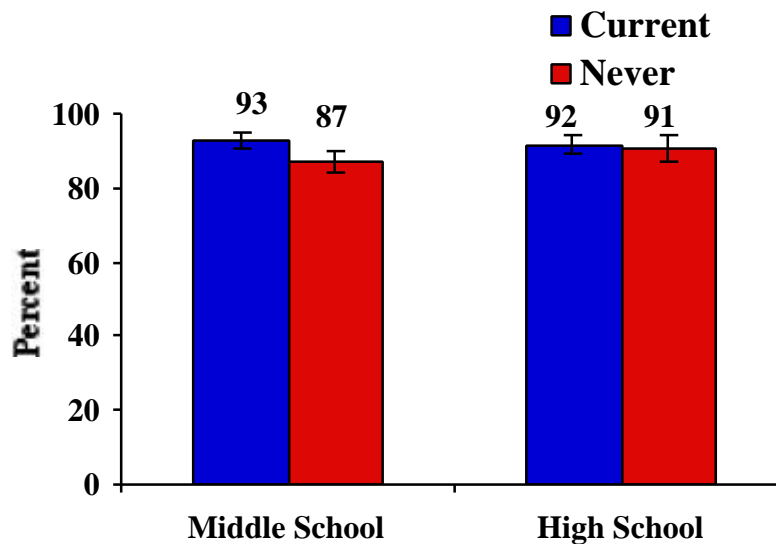


Figure 30. Current tobacco users and nonsmokers who watch TV or movies who see actors using tobacco most or some of time

Background and Significance

Children and adolescents are very impressionable and vulnerable to the sophisticated marketing techniques employed by tobacco companies. These marketing techniques tend to associate the use of tobacco products with excitement, glamour, and independence. When the use of tobacco products results in addiction, as it so often does, youth lose the freedom to choose whether or not to use the products as adults.

Tobacco Advertising

Exposure to advertisements for tobacco products on the Internet

- ✓ Overall, 40% of middle school and 28% of high school students report seeing Internet ads for tobacco products.
- ✓ Middle school students are more likely than high school students to see Internet tobacco advertisements.

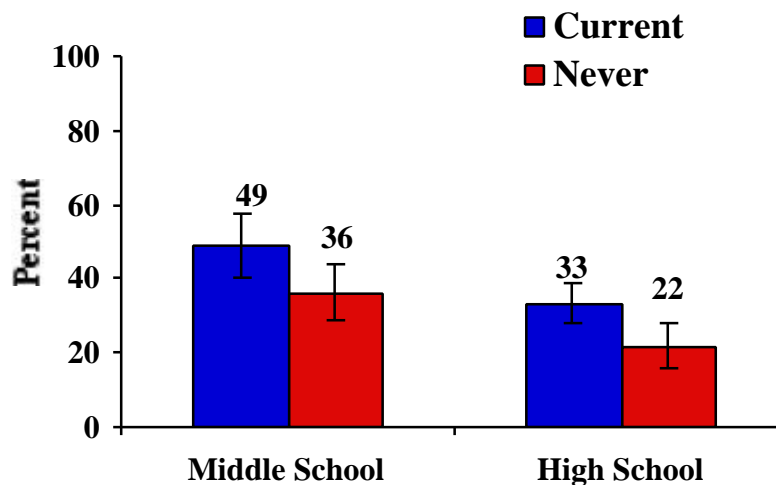


Figure 31. Current tobacco users and never smokers who use the Internet and see Internet ads for tobacco products most or some of the time

Background and Significance

Nationally, 32% of middle school students and 27% of high school students report seeing tobacco advertisements on the Internet.¹ Tobacco companies have designed new, non-traditional ways of advertising their products as a result of the advertising restrictions in the 1998 Master Settlement Agreement between the 46 state Attorneys General and the five major US tobacco companies. Tobacco advertisements are particularly prevalent on Internet sites visited most often by young people.

Tobacco Advertising

Purchase or receipt of items with a tobacco company name or picture

- ✓ Overall, 50% of middle school students and 47% of high school students bought or received an item with a tobacco company name or picture.
- ✓ Nearly half of middle school and high school current tobacco users bought or received an item with a tobacco company name or picture.
- ✓ Current tobacco users were more likely to buy or receive items with a tobacco company name or picture than nonsmokers, consistent with national data.¹

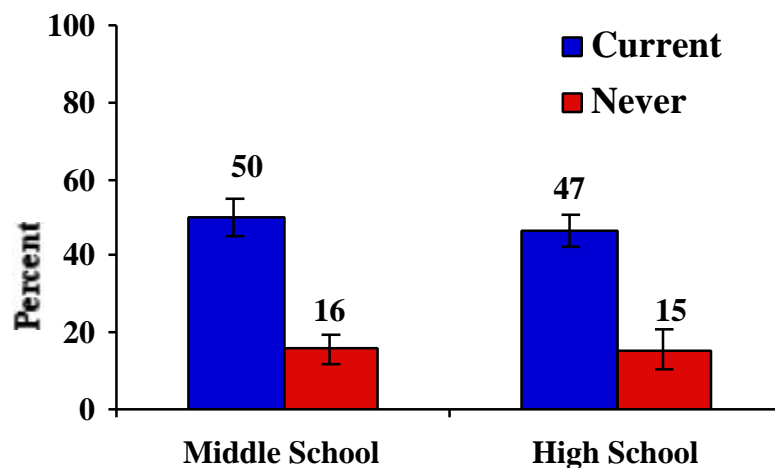


Figure 32. Students who bought or received anything with tobacco company name or picture

Background and Significance

Nationally, nearly one in 10 never users and nearly one in four current users reported buying or receiving anything with a tobacco company name or picture.¹ Tobacco companies have used clever ways to advertise their products. Items such as caps and t-shirts serve as walking billboards that advertise tobacco products.

Tobacco Advertising

Receptivity to Tobacco Advertising

*Receptivity to tobacco industry advertising and promotional activities is defined as having or being willing to use a tobacco promotional item.*¹⁸

- ✓ More than one-third of middle and high school current tobacco users are receptive to tobacco advertising.
- ✓ Current tobacco users are more likely to be receptive to tobacco ads than students who have never smoked, consistent with national data.¹

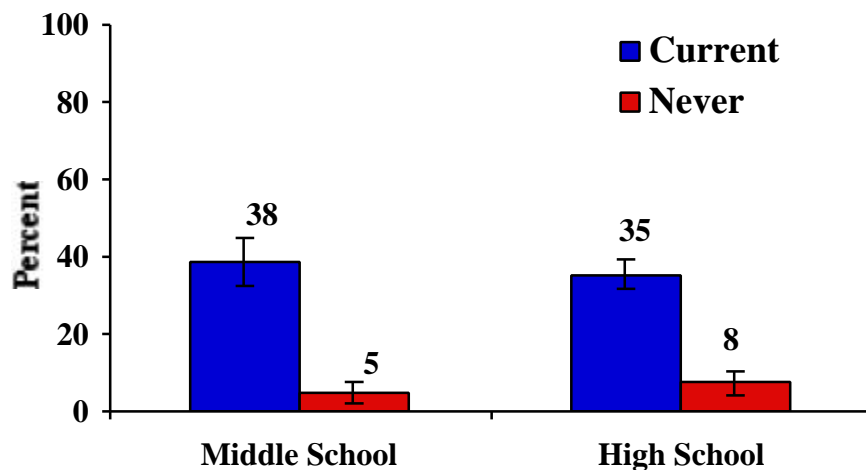


Figure 33. Current tobacco users and never smokers receptivity to tobacco advertising

Background and Significance

The tobacco industry has a history of aggressively marketing their products through advertising and promotions. In 1998, the tobacco industry spent \$6.7 billion to market cigarettes.¹⁹ Tobacco advertising and promotional activities stimulate adult consumption and increase the risk of youth initiation.

Tobacco Advertising

Cigarette Brand Preference Among Middle School Smokers

- ✓ Even in middle school, youth smokers respond to the most heavily advertised brand of cigarettes, Marlboro.
- ✓ 60% of middle school smokers smoked Marlboro in the past 30 days.
- ✓ 12% of middle school smokers smoked Newport in the past 30 days.
- ✓ 4% of middle school smokers smoked Camel in the past 30 days.

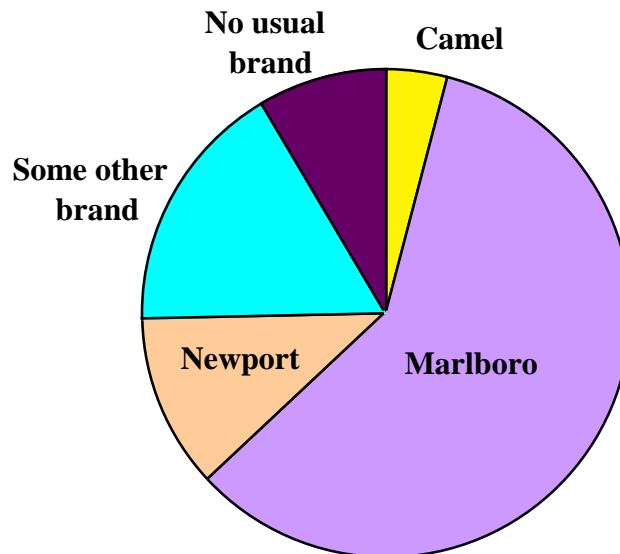


Figure 34. Usual cigarette brand smoked in past 30 days, middle school smokers

Note: Marlboro cigarettes are manufactured by Philip Morris, Inc. Newports and Camels are manufactured by RJ Reynolds.

Background and Significance

Nationally, 43% of middle school smokers reported Marlboro as their brand of choice, followed by Newport (25%) and Camel (7%).¹ Cigarette advertising influences adolescent brand choice, an important part of smoking behavior.²⁰ Children buy the most heavily advertised brands and are three times more affected by advertising than are adults.²¹

Tobacco Advertising

Cigarette Brand Preference Among High School Smokers

- ✓ Kentucky high school students smoke the most heavily advertised brands of cigarettes.
- ✓ 71% of high school smokers smoked Marlboro in the past 30 days.
- ✓ 11% of high school smokers smoked Newport in the past 30 days.
- ✓ 6% of high school smokers smoked Camel in the past 30 days.

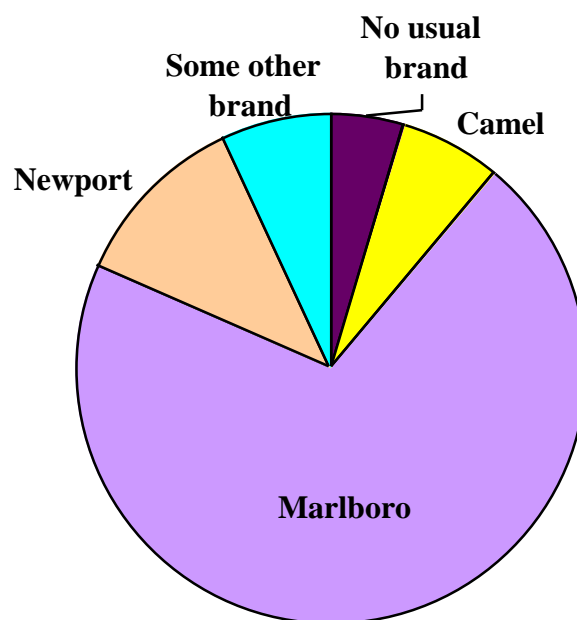


Figure 35. Usual cigarette brand smoked in past 30 days, high school smokers

Note: Marlboro cigarettes are manufactured by Philip Morris, Inc. Newports and Camels are manufactured by RJ Reynolds.

Background and Significance

Nationally, 54% of high school smokers reported Marlboro as their brand of choice, followed by Newport (19%) and Camel (7%).¹ In 1993, the three most heavily advertised brands of cigarettes were Marlboro, Camel, and Newport. Although combined sales of these brands accounted for only 35% of the overall cigarette market share, 86% of current adolescent smokers purchased one of these three brands.²⁰

Tobacco Advertising

Cigarette Brand Preference by Ethnicity

- ✓ 75% of White high school students report Marlboro cigarettes as their brand of choice.
- ✓ 70% of African American high school students report mentholated Newport cigarettes as their brand of choice.
- ✓ Cigarette brand preference among high school smokers varies by ethnicity.

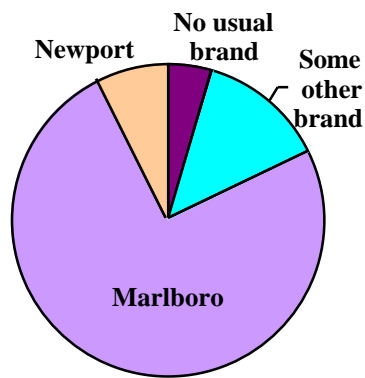


Figure 36. Cigarette brand of choice among White high school smokers

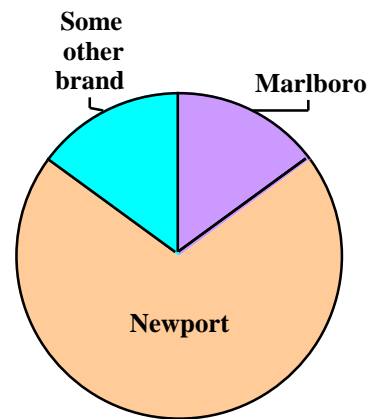


Figure 37. Cigarette brand of choice among African American high school smokers

Background and Significance

About three of every four African American smokers prefer menthol cigarettes compared to only a quarter of white smokers.⁵ Menthol may facilitate the absorption of harmful cigarette smoke. The most popular brands among African American teens and adults are Newport, Kool, and Salem. The three major African American magazines (Ebony, Jet, and Essence) receive proportionately higher profits from cigarette advertisement than other magazines. In addition, the tobacco industry encourages public support among African Americans by supporting cultural events, and making contributions to minority higher education institutions, elected officials, civic organizations, and scholarship programs.⁵

Tobacco Advertising

Participation in Community Events to Discourage Tobacco Use

- ✓ Overall, 22% of middle school and 13% of high school students participated in a community event to discourage tobacco use during the past 12 months.

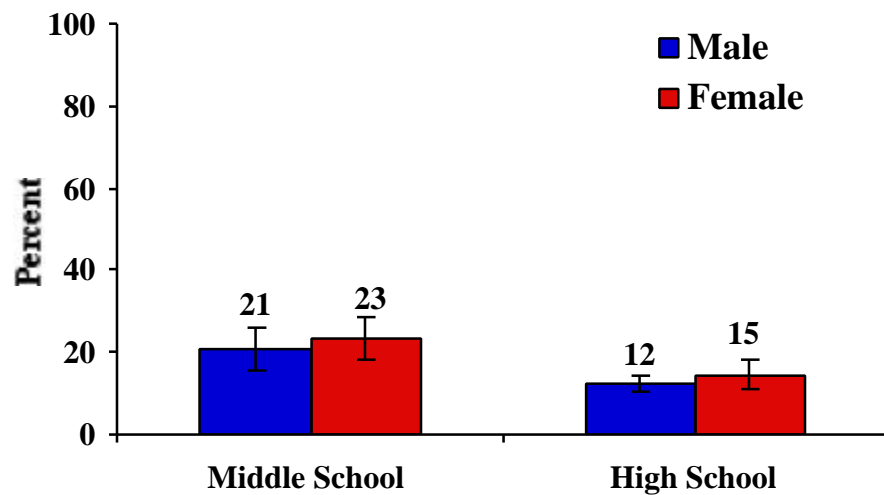


Figure 38. Students who participated in a community event to discourage tobacco use by gender

Background and Significance

Very few Kentucky young people participate in community events to discourage tobacco use. Community events serve to mobilize support for tobacco prevention and cessation and raise awareness about the problem. These events, in combination with other strategies, denormalize tobacco use.

Strategies for Promoting Counter Advertising Based on CDC Best Practices

Policy Development

- ❑ Strengthen laws to restrict tobacco advertising.
- ❑ Mandate health warnings on bidis and kreteks.

Community Mobilization

- ❑ Involve community partners in documenting tobacco manufacturer advertising and promotional campaigns.
- ❑ Actively discourage tobacco industry sponsorship of community events.
- ❑ Involve youth in planning and developing counter advertising campaigns.

Information Dissemination/Media Advocacy

- ❑ Plan multi-year media campaigns that are intense and sustained over time.
- ❑ Use mass media interventions that are simple, focused, and understood by the target audience.
- ❑ Design media messages that are based on research and the needs and interests of the target group.
- ❑ When possible, use television, radio, billboards, and print media to disseminate media messages.

Professional Development and Training

- ❑ Promote media advocacy training for all local coalition members.
- ❑ Train tobacco prevention partners to develop visual as well as written materials that are sensitive to different ethnic/racial groups, and groups with low literacy and language barriers.

Surveillance/Evaluation

- ❑ Systematically evaluate the effectiveness of counter advertising campaigns.
- ❑ Mobilize youth to evaluate media messages prior to and during implementation.
- ❑ Monitor tobacco advertising receptivity by conducting the Kentucky Youth Tobacco Survey.